

TOP NETWORK MEMBERSHIP ACTION TEAM

Online meeting – March 20, 2012

Participating: Nancy Fastenau, Ester Mae Cox, Carl Mack, Jr., Sunny Walker, and Nileen Verbeten.

Victory for 2012

- Membership process is easy to use and manage;
- Appealing Groupsite supports easy access to information and
- Membership tops 150.



Today's Items

- Confirm meeting length
- Update from last meeting
 - Board action
 - Renewal campaign
 - Technology infrastructure
 - Policy development
- “Why join?”
- Where are the next 100 new members?

What items are missing?



NEXT MEETING:

April 24 – 8 Pacific, 9 Mountain, 10 Central Time. (Note date change (for this meeting only) to resolve several calendar conflicts.)



UPDATES:

BOARD ACTION:

PER MOLLY SHAW (BOARD LIAISON TO OUR TEAM):

“...we heartily confirmed your report and want you to get the renewal of membership campaign underway, including your recommendation that members be cut off if they have not responded in the designated time.”

FROM BOARD MINUTES:

TASK TEAM UPDATES

Membership requests confirmation of their recommendations in a printed report.

Action: *The Board approved the recommendations made. Molly will pass along confirmation to the Membership Team.*

2012 TOP NETWORK BUDGET:

- *New budget has some surplus for infrastructure to support ToP Network. Based on 100 members and collecting annual membership fees. Currently 83 members paid.*
- *Placeholder of \$400 for membership database*

RENEWAL CAMPAIGN

Renewal solicitations were distributed Friday, March 16, 2012 by Ester Mae to 56 prior members. A flurry of responses followed. Response categories include:

- Dues payments issued
- Documentation of dues having been paid but not yet cashed or posted

- 7 renewals/new memberships through the top-network.org site. All these were posted timely.
- Indication of intent to renew or not renew

Our issuing the solicitation was inconsistent with the roles established for the bookkeeper, whose job duties include this task. The responses we are receiving do offer insight into processes that are not working well and will be useful in improving renewal process. They also underscore the need for a technical infrastructure to support membership management functions.

More data will be shared as the campaign continues.

TECHNOLOGY INFRASTRUCTURE

Nileen had requested a proposal from the www.top-network.org designer for some modest tweaking of the website to make it useful for managing membership renewals.



The resulting proposal arrived late and was too expensive for serious consideration. While waiting for the proposal Nileen explored www.wildapricot.com, since it had been recommended by a client. Investigation of this option found it reasonably priced and possibly a good solution.

Investigation also identified an abundance of competitors that might be of value. Sunny also knew of this resource and had someone she could check with to learn about their experience.

Sunny noted that the Communications team was also looking at the www.top-network.org website as a vehicle for communication. Collaboration between the teams is needed.

POLICY DEVELOPMENT

Nancy reported that Per Jane Stallman: the prior Membership Team developed policy statements. We need to research this. We need to clarify what is already established as we consider future policy recommendations.

WHY JOIN?

Carl has been busy collecting ToP member answers to the question of Why Join the ToP Network. The first round of answers appear below. He'll collect additional snippets from interviews he collected during the Top-Network conference in Sacramento and distill the results into some "catchy phrases".

- To connect to people trained in ToP
- To learn new information
- To keep in touch with best practices
- To access expert problem solving resources

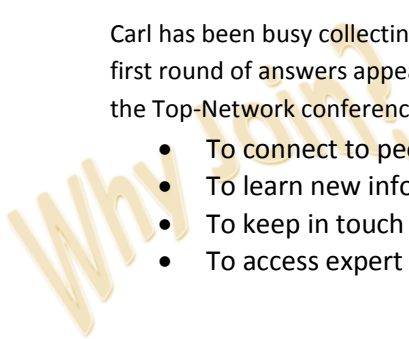
We need to craft a thank you note to members who have renewed. Content to consider for inclusion:

- How to access member benefits,
- Carl's findings on "Why Join?"
- Content from member benefits flyer
- Board names
- Team options

Carl will take the first step of distilling "Why Join?" and circulate it to the team for further development.

Nileen will start a minimum requirements list to be used in screening potential member management tools and circulate it to the team for additions.

There is a "roles" document Ester Mae found that Nileen will post for the Team's information. Nancy will seek out existing membership policy from old membership team.



- To obtain updated information on local, regional, national and global (ToP) events
- To continue networking with ToP professionals and friends
- To receive information on current ToP research results and publications
- To stay in the loop
- To obtain continuing ToP education
- To give back to the profession
- Exposure to seasoned professionals who can widen perspectives and ideas
- Opportunity to brainstorm and look at things in new ways
- Support the brand
- I love ToP Methods and want to see them used and passed along for use by future generations.
- I wanted to network with other friendly, talented people who are using ToP Methods for increasing social justice in the world.

Carl will distill into "Catchy Phrases" and post in the Team's file on Groupsite – we can incorporate in work we are doing.

Nancy will post the member benefits brochure in our file cabinet.

Nileen will post all previous meetings, slide decks, and circulated documents.

We will shift from circulating Team materials via email to use of Groupsite as repository and communication tool.

The ensuing discussion around Groupsite prompted a quick tour for the Team. Sunny showed us where it was and what was currently there. Ours is a private site for the Membership Team and invitees only.



WHERE ARE OUR NEXT 100 MEMBERS?

“We need a big shift among trainers to invite new grads to be part of network” – Sunny.

Nancy noted that ICA had recently urged trainers to invite course graduates to join. We revisited Ester Mae’s suggestion at a prior meeting that we develop a brochure to be incorporated in all training manuals that invited course participants to join the ToP Network.

Looking at Groupsite, we noticed the results of an earlier team’s thinking on this topic. That document is attached for our future reference.

We also noted a number of references to TTN in Groupsite and urged these be revised to ToP wherever possible.

INSIGHTS FROM THE MEETING:

- Like GoToMeeting and Groupsite
- Collaboration between Membership and Communication teams is important – there are overlaps
- Great to work with an active team
- Good to have new eyes look at and share what they see on Groupsite – will help refresh the site

- ToP owns some Adobe Connect licenses and there may be one that is unassigned. It might be assigned to Membership Team to support its work.

ASSIGNMENTS:

Ester Mae

Collect responses from renewal campaign, check on Adobe Connect license.

Nancy

Track down prior membership policy, post membership benefits brochure in Team file cabinet.

Nileen

Start minimum requirements list for membership management tool, post roles document and prior meeting materials and notes to Team file cabinet.

Carl

Distill “Why join?” and create catchy phrases and post to Team file cabinet for further development.

ALL OF US

Actively participate in drafting thank you communication to those who have renewed once Carl’s “Why Join” phrases are available.

NEXT MEETING:



Our next regular meeting is **April 24** – 8 AM Pacific. This is a change from our routine schedule to accommodate schedule conflicts.

Proposed for next meeting:

- Report back on renewal process and thank you distribution
- Continue exploration of recruitment strategies
- Continue consideration of membership management processes and tools

Respectfully submitted by Nileen.

The attached was posted by Deb Burnight and is the work of an earlier focus on a membership brochure. The original is posted in the Team’s file cabinet.

COMMUNICATION STRATEGY – PROSPECTIVE MEMBER BROCHURE

Terms	Questions	Responses
RATIONAL AIM	What is the intent or practical goal of the communication?	<ul style="list-style-type: none"> To motivate people to write a check and join TTN
EXPERIENTIAL AIM	What is the inner impact and the overall experience of the reader/receiver?	<ul style="list-style-type: none"> I will be part of a great organization that will benefit me both personally and professionally
TARGET AUDIENCE	What group would we like to reach?	<ul style="list-style-type: none"> ICA certified ToP facilitators ToP trainers ToP methods users on either journey of the above – by personal definition ToP course grads (“sparkplugs”) MToP participants PJD guides ICA staff and board
DESIRED RESULT or ACCOMPLISHMENT	What are our specific, measurable accomplishments?	<ul style="list-style-type: none"> Recipients will be motivated to join TTN
SUCCESS INDICATORS	What will be different as a result of participants having this information?	<ul style="list-style-type: none"> Higher percentage of those we train will become active participants in “the transfer of excellence in ToP”
SPECIFIC NEEDS	What are their specific information needs?	<ul style="list-style-type: none"> To understand the benefits and responsibilities of TTN membership
RELEVANT OFFERINGS	Which communication tools speak to those needs? What messages would most useful to this group?	<ul style="list-style-type: none"> A membership brochure or flyer Messages – why they want to become a member, benefits, why TTN is a value to them, personally and professionally
BENEFICIAL OUTCOME	How will participants have benefited from receiving this information?	<ul style="list-style-type: none"> <i>Access to ToP wisdom and experience through on-line interchange with TTN colleagues</i> <i>Opportunities to network with other TTN members for professional development and client engagement.</i> <i>Participation in an organization uniquely designed to support the transfer of excellence in ToP and its work in the world</i> <i>Opportunity to experience a variety of individual facilitation styles and methods on line and face-to-face</i>

		<ul style="list-style-type: none"> • <i>Opportunity for input and engagement with TTN Task Teams and the TTN Leadership Team</i> • <i>Reduced rates to TTN membership meetings and conferences</i> • <i>Access to TTN “Members Only” tools and resources</i> • <i>Listing your TTN Membership as a professional affiliation on your resume.</i>
CONTACT METHODS	What are all of the ways to reach us? Who and how to call, e-mail, web?	<ul style="list-style-type: none"> • Leadership Team contact info
CALL TO ACTION	What are we asking participants to do? What action are we asking that they take?	<ul style="list-style-type: none"> • Write a check and fill out the membership application form
BOUNCE BACK	What is their incentive to act?	<ul style="list-style-type: none"> • (see benefits list)
FIT AND MIX	What vehicles are we certain will reach these customers and is appropriate for our image?	<ul style="list-style-type: none"> • Flyer? Brochure?
REPETITION	How many times will this occur?	<ul style="list-style-type: none"> • Have available at all trainings, conferences, etc.
AFFORDABILITY	Do we have or need resources to execute this communication?	<ul style="list-style-type: none"> • ???